

Integrated Partnerships and Communications Operation Overview

Maria Olmedo-Malagon

2020 Census Integrated Partnerships and Communications Program

November 7, 2019

Shape
your future
START HERE >

United States[®]
Census
2020

Mobile Response Initiative = M-QACs

- The Census Bureau responded to the Joint Explanatory Statement for 2019 appropriation by proposing the Mobile Response Initiative.
- We are now calling this the Mobile Questionnaire Assistance Operation (M-QAC).
- We're in the planning stages now, developing a detailed operational plan and schedule.



Dynamic Deployment of Census Staff

- Census employees would be deployed to hard-to-count locations to take responses and answer questions.
- Initial deployment would use locations identified in advance using predictive models. Thereafter, resources will be redeployed based on response data.
- This ability to target resources dynamically towards areas experiencing lower response rates is one of the principal benefits of the MQAC model.
- If we target the 20% of tracts with the lowest projected self-response, we would potentially reach over 23M housing units.
- Potential locations include street fairs, community libraries, ethnic grocery stores, houses of worship, public transit hubs, etc.



Staffing, Logistics, and Timing

- Potentially as many as 4,500+ Recruiting Assistants, instead of being let go, will convert into “Census Response Representatives.” Other staff would also be retained, and a small number of new staff hired.
- Field operations would begin in March, 2020 and continue throughout the nonresponse followup period.
- Census Response Representatives will keep their tablets and use them to allow respondents to fill out the census on the Internet (both ID and non-ID responses).



United States
Census
2020

APPLY ONLINE!
2020census.gov/jobs

The U.S. Census Bureau is an
Equal Opportunity Employer.

Shape
your future
START HERE >

United States[®]
Census
2020

Involvement with Local Partners

- Because of the extraordinary level of state and local funding for census activities, we expect many partners will want to set up their own partner-run QACs. In general, we think this is great.
- Local partners can help the M-QAC operation by:
 - Suggesting M-QAC locations;
 - Inviting M-QAC representatives to visit Partner QACs; or
 - Suggesting events that M-QAC representatives can attend;

Recruitment Advertisement



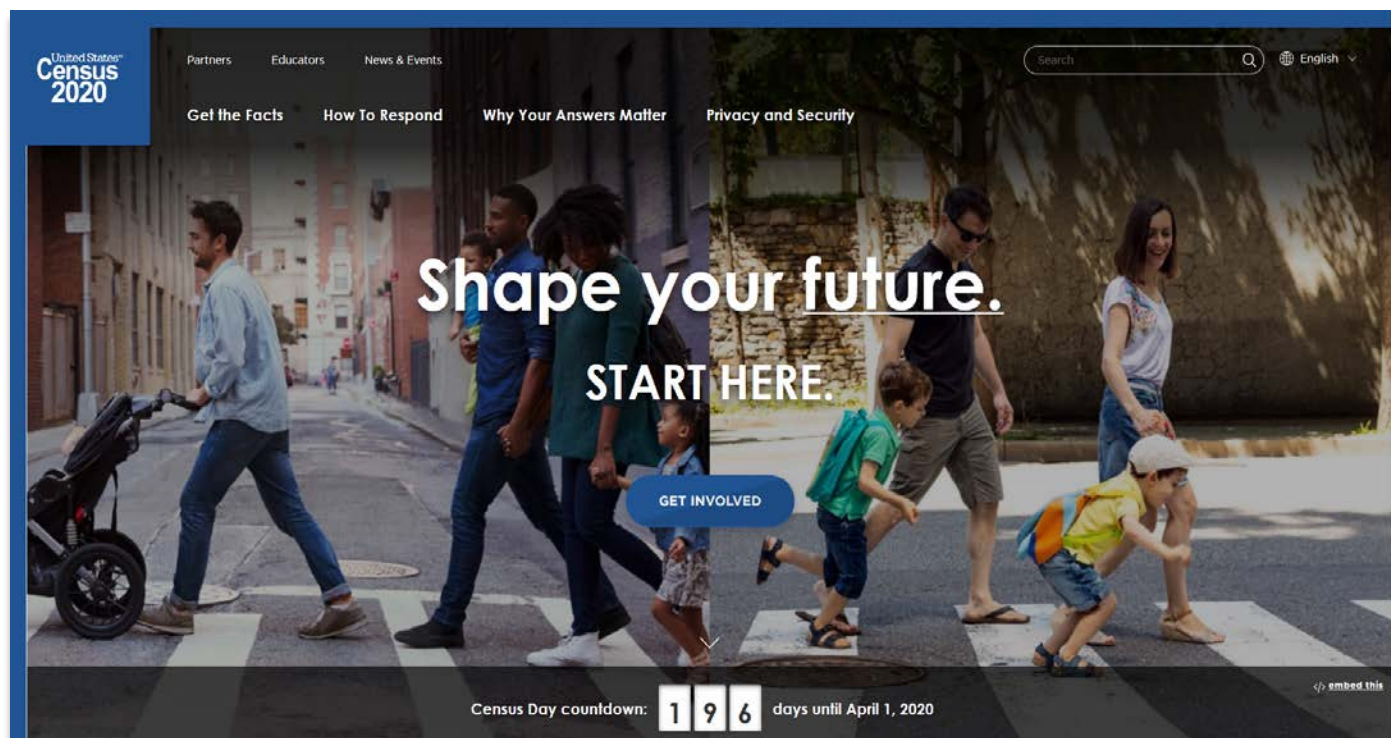
Be A Census Taker

- ✓ Extra income
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

Apply Online
2020CENSUS.GOV/JOBS

Web & Digital

Release 2 - Now Live



Statistics in Schools



2020 Resources

New activities designed specifically for the 2019-2020 school year spotlight the 2020 Census and the importance of making sure everyone is counted, especially children. The decennial count impacts the federal funds that communities receive for special education, classroom technology, teacher training, after-school programs, school lunch assistance, and more.

Use activities for pre-K through 12th grade today to help your students, school, and community.



K-12 Activities

Find Statistics in Schools activities created specifically for the 2019-2020 school year, organized by grade so you can find the best ones for your classroom.



Pre-K Materials

Find fun and interactive activities in English and Spanish that help young children understand the 2020 Census and introduce them to the idea of data.



ELL/Adult ESL

ELL and adult ESL activities highlight the country's diversity and emphasize the value of counting everyone in the 2020 Census.



Puerto Rico

Recibe actividades en español que ofrecen información y temas sobre Puerto Rico y encuentra recursos del Censo 2020 específicos para la isla.



Island Areas

Get classroom activities and 2020 Census resources for American Samoa, the Commonwealth of the Northern Mariana Islands, Guam, and the U.S. Virgin Islands.

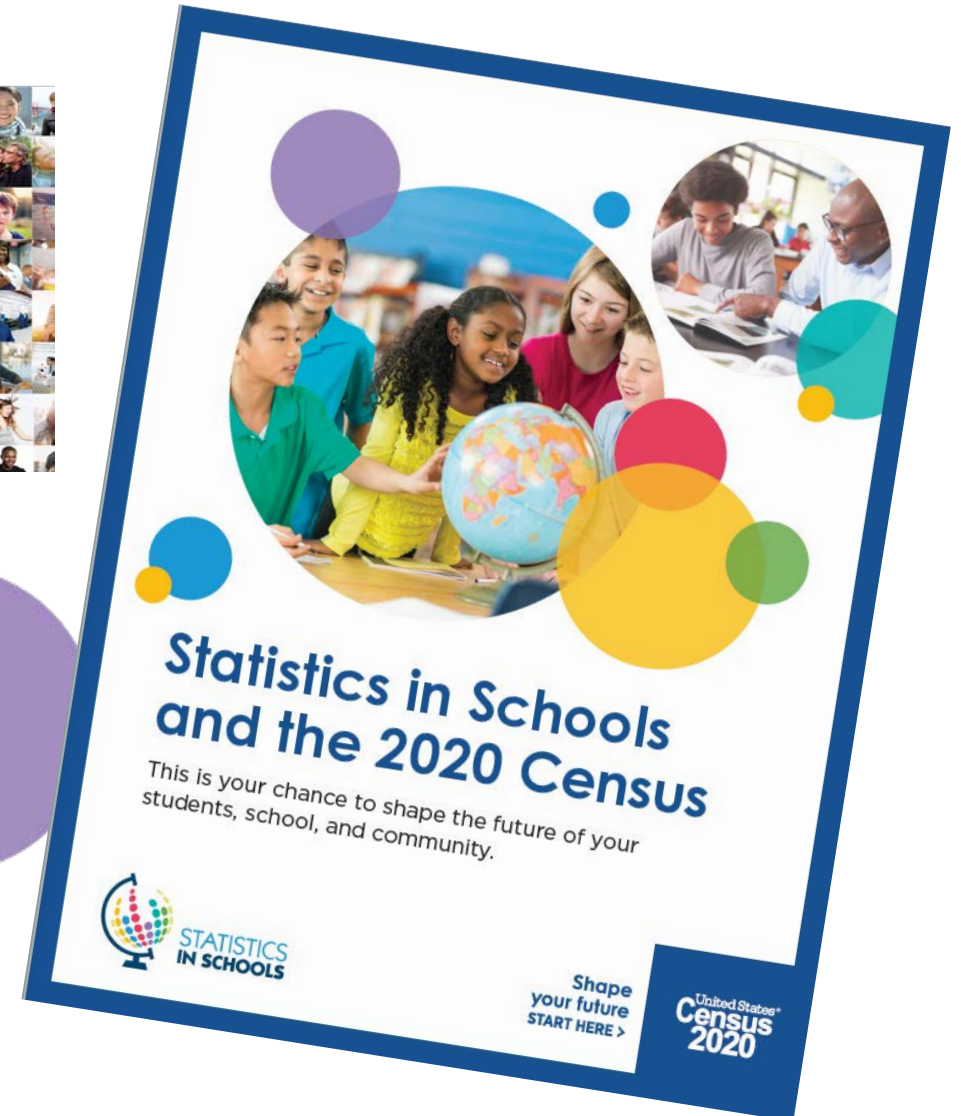


2020 Maps

Capture the attention of students with large, colorful maps filled with fun census-based facts about the country and its territories.



2020CENSUS.GOV

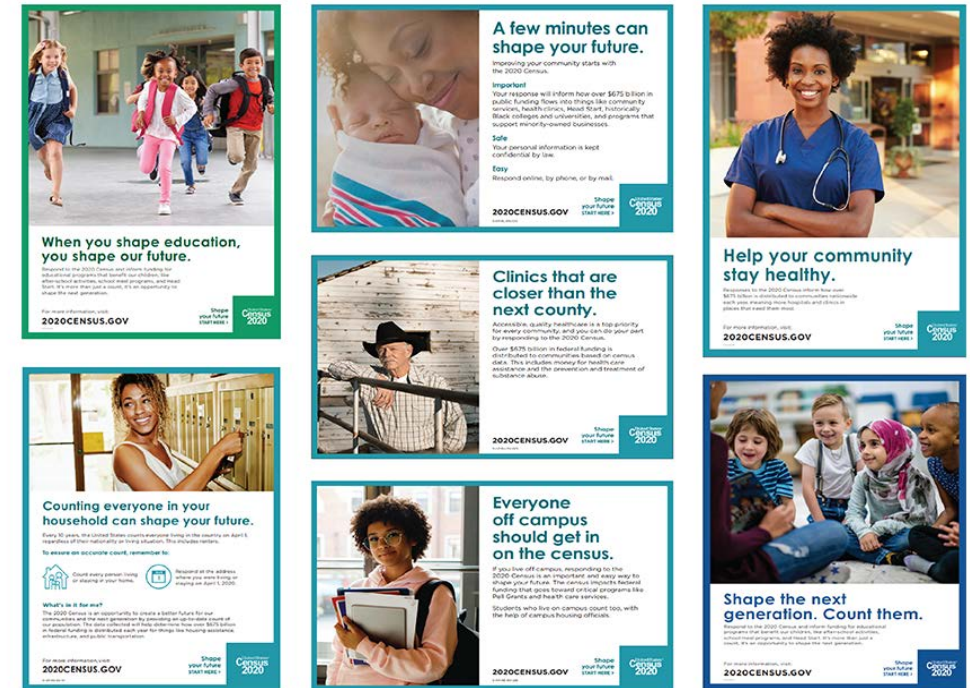


Earned, Shared and Owned Media (ESO)



Resources for Partners Key Accomplishments

- More than 50 Census **outreach materials** are now **available** on 2020census.gov. Find downloadable posters, handouts, toolkits, and other resources that you may be shared with partners.
- Visit 2020census.gov/partners and select **Outreach Materials** to view what is available, including in-language materials. Use this page as a resource, as we **continue** to add materials.
- Partners may **sign up for our email list** for the latest news and updates relevant to partners. Completing the **Join Us** form will sign them up for our email list.



Improving the Count of Young Children

Planned Assets for the Improving the Count of Young Children Campaign

Items marked with an asterisk (*) will be translated into Spanish

Asset	Description	Audience Reached
PSA	The PSA will focus on highlighting the importance of counting young children and compliment the overall 2020 Census campaign.	General Audience
National radio tour	The radio tour will be planned to complement the larger 2020 Census radio tour and provide a platform for experts on young children to speak directly to the audience, focusing on the issue and importance of counting young children.	
National and local news releases [MOM(F1)]	The news releases will target national and trade media publications relevant to minority audiences. Local press release templates will be customizable and sent to regional census offices for area-specific tailoring and outreach.	Primary audiences General audiences Media
Customizable press release	A press release template will be distributed to local partners and media for customization and release to the general public.	Secondary audiences Media
FAQ*	The FAQ will contain responses to common questions about the campaign.	Secondary audiences Media
Partnership Strategic Framework	The Strategic Framework will define and engage key partners who are trusted voices to the primary audience.	Secondary audiences

[\[MOM\(F1\)\]](#) can't emphasize enough how the first three elements on this table should be considered in Spanish. These are key ways to reach the Hispanic market.

Improving the Count of Young Children

Planned Assets for the Improving the Count of Young Children Campaign

Items marked with an asterisk (*) will be translated into Spanish

Talking points	Talking points will educate speakers on the undercount and provide data-backed messaging to ensure the primary audience understands the importance of counting and how to count all children in their home.	Primary audiences
Kickoff event and three-page planning document.	We will host a national campaign launch kickoff event for and about young children. The event will include media relations support. This will take place in a city with a high HTC population. The three-page document will be sent to all regional census centers and will outline how they can participate in the national event remotely and how they can create similar events in their own regions to engage with the campaign's target audiences.	Primary audiences Regional census centers Secondary audiences
Fact sheet*	The fact sheet will target parents, caregivers, and households with young children and explain why it is important that young children be counted in the 2020 Census. It will provide key information about how to include children on the 2020 Census form.	Primary audiences Secondary audiences
Promotional items for Improving the Count of Young Children* and distribution strategy	Promotional items will engage both young children and the parents and adults in their households. These items will be in addition to the existing supplies and materials being developed for SIS K-12 audiences. The strategy will cover how to effectively coordinate and distribute items through events and other activities to reach the target audience. Examples of this include creating welcome bags with items for preschool or day care registrations, staffing booths, or events in the community.	Children Primary audiences
Pre-K SIS materials	The pre-K SIS materials for children ages 2-5 will include: <ul style="list-style-type: none"> • Three pre-K webisodes. • Lyric and music video. * • Storybook with Activities. * • Five SIS worksheets. * • Letters to pre-K teachers and parents. * 	Primary audiences Secondary audiences